



A WIC GUIDE TO

Breastfeeding

Breastfeeding

A gift that lasts a lifetime!

- Breastmilk is all your baby needs for the first six months.
- Breastfed babies are healthy babies. Formula fed babies have more ear infections, diarrhea and allergies. Formula fed babies are more likely to become overweight, obese or develop diabetes.
- Breastmilk is always clean, safe, and at the right temperature.
- Breastfeeding is good for you! It helps you recover faster from labor and delivery, and it may help you lose pregnancy weight faster.
- Moms who breastfeed are less likely to develop diabetes and certain types of cancer.
- Breastfeeding is convenient; it's easier to breastfeed away from home. No bottles to carry and clean or formula to mix.
- Breastfeeding is better for the environment. It does not need packaging, bottles, nipples and soap for washing these items.

Pediatricians recommend that babies should be breastfed for at least the first 12 months of life or longer as mother and baby wish.



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Getting Off to a Great Start

Babies are born to breastfeed.

Let your baby follow his natural instincts. He can breastfeed with just a little help from you.



It is important
to me to keep
breastfeeding because
my baby is healthier,
it's easy to do,
and it's cheap.

— WIC Mom

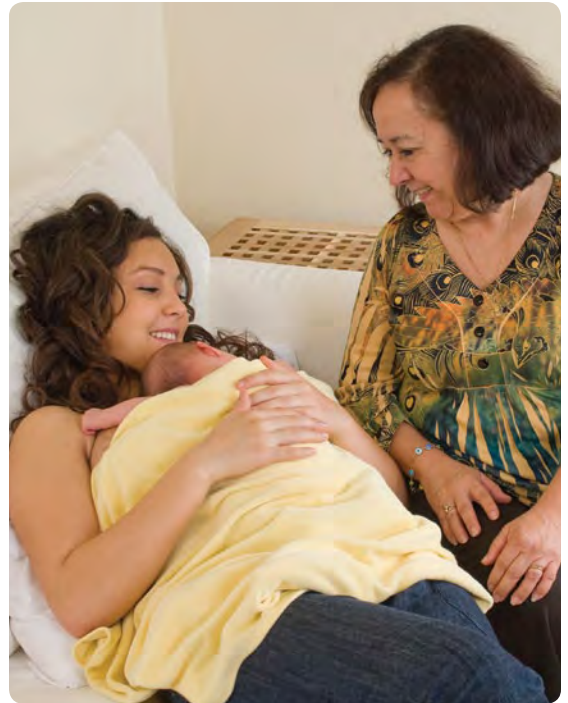
- Tell your doctor and nurses in the hospital that you plan to breastfeed and not to give any bottles or pacifiers to your baby.
- Breastfeed your baby as soon as possible after delivery. Tell your doctor and nurses that you want to hold your baby skin-to-skin during the first hour or two after birth.
- Ask the hospital if they have a lactation specialist who can give you helpful advice.
- Breastfeeding takes practice—just like learning a new dance. It gets easier as your baby grows.
- Try some of the positions on the next pages. Relax while you and your baby get used to breastfeeding.
- Call your WIC office if you need help with breastfeeding.

Finding Comfortable Positions

Laid Back

The best way to help your baby use his natural instincts.

- Lean back comfortably; use pillows for support, if you want.
- Have your baby skin-to-skin, or in light clothing (not wrapped).
- Lay baby on your chest; let him move towards your breasts. Relax and enjoy.
- Your body supports your baby's body; use pillows or blankets to help.



Cross Cradle

Good for smaller babies.

- Support your baby's body and neck.
- Put your baby across your body tummy-to-tummy with you.
- Wrap her legs around your side.
- Baby breastfeeds on the breast opposite your supporting arm.



Clutch or Football Hold

Good for women with large breasts.

Good for moms who have had a c-section or twins

- Place one or more pillows at your side to support your arm.
- Put your baby on the pillow with his legs tucked under your arm.
- Slide your arm under your baby's back and support his neck with your hand.
- Hold baby with arm on the same side as the breast being offered.

Cradle Hold

Most common position for older babies.

- Place a pillow in your lap.
- Put your baby on his side, tummy-to-tummy with you.
- Rest his head on your arm starting off with his nose in front of your nipple.
- Tuck his lower arm under your breast.



Lying Down

Most comfortable for women who have had a difficult delivery or for night feeds.

- Use pillows for comfort as needed.
- Start with his nose in front of your nipple, just like the other positions.
- Support your baby with your arm, a pillow, or a rolled-up blanket.

Latching On

Latch-on is the way a baby attaches to the breast. A good latch-on is important to:

- Make sure baby gets enough milk
- Avoid sore nipples
- Help your breasts make more milk

Latch-on comes easily for many moms and babies, but some need a little more help. Here are some tips:

- Find a comfortable position with lots of support. Snuggle your baby in close to you.
- Line up baby's nose with your nipple. Baby's head can then tilt back, letting his mouth reach up and over your nipple. A wide open mouth helps baby to get more of the dark skin around your nipple (areola) in his mouth.

- Watch to see that baby's chin and lower lip touch the breast first. Once on the breast, baby's chin will be pushed in against the breast.



You can tell your baby is latched on well and getting milk if:

- Both of his lips are curled out wide, not tucked in.
- Cheeks are rounded.
- You can hear or see baby swallowing.
- You do not feel pain while breast-feeding.

My baby would not latch on. The WIC people helped me try different positions, I never gave up. Thanks WIC!

— WIC Mom

Family, Friends and Dad Can Help, Too



- Limit visitors and visiting times, especially at the hospital when mom and baby are learning to breastfeed.
- Hold baby skin-to-skin.
- Get to know normal baby behavior, especially for crying and sleeping. Ask WIC staff for help.
- Encourage mom with words of support; things will get easier after about 6 weeks.
- Speak up for mom's wishes.
- Take mom to get breastfeeding help, if she needs it.
- Ask grandma to pick the kids up from school.
- Help with cooking, cleaning, laundry and chores.
- Ask a friend to bring over a meal.



Q&A

Breastfeeding Questions & Answers



Will I have milk as soon as my baby's born?

- Yes. Although your breasts are soft, you are already making small amounts of colostrum.
- This special first milk is thick and yellow. It helps your baby learn to suck and swallow and is all she needs for now. Colostrum has protein, vitamins and lots of antibodies that protect your baby from getting sick.

Will I have enough milk to feed my baby?

- Yes. The more you breastfeed your baby, the more milk you make.
- Newborn babies have small stomachs, about the size of their fist. They need to breastfeed 10 or more times in 24 hours.
- After a few days, you will start to make larger amounts of milk.
- Using pacifiers and bottles may get in the way of breastfeeding and will reduce the amount of milk you make.
- After the first few days, your breasts will feel full and firm. Then after a few weeks, your breasts will start to feel softer and not as full. This is normal; your milk supply is adjusting to your baby's needs. Your milk has NOT gone away.

How do I know that my baby is getting enough milk?

- Visit your doctor and WIC regularly to be sure your baby is growing well.
- Most babies lose a few ounces in the first few days. After day 5, your baby should be gaining weight, getting back to her birth weight by 10 to 14 days of age.
- Watch her weight gain and how many diapers she uses.
- When your baby is 5 days and older, look for at least 5 wet diapers and 3 dirty diapers per day.
- At 6 to 8 weeks, she may not have as many dirty diapers; this is normal. She will still have at least 5 wet diapers per day.

How often should I feed my baby?

- Feed your baby when she is hungry.
- Breastfeed newborn babies 10 or more times in a 24-hour period.
- If your baby is sleeping a lot, you may need to wake her up for some feedings.
- Expect your baby to breastfeed more often when she is growing quickly, around 2 weeks, 6 weeks and 3 months of age.
- Let your baby decide when she is ready to eat and when to end the feeding.



How will I know when my baby is hungry?

Look for these early signs of hunger before your baby starts to cry:

- Sucks her hand
- Licks her lips
- Moves and stretches her arms
- Opens her mouth
- Turns her head from side to side

Don't wait until your baby starts to cry. A crying baby is hard to feed.



What can I do if my breasts are swollen, hard and engorged?

If your breasts are too full, your baby may not be able to latch on very well. Here is how to soften your breasts before feeding your baby:

- Place a warm cloth or towel on your breasts or take a warm shower.
- Lightly massage your breasts toward the nipple.
- Hand express some milk to soften your areola so baby can latch on.
- After feeding, put a cool cloth on your breasts to help reduce swelling.
- If you continue to have problems with swollen, hard breasts, call your WIC breastfeeding counselor.

To prevent swollen breasts, breastfeed your newborn 10 or more times in 24 hours. Do not delay or skip feedings.

How will I know when my baby is full?

Let your baby decide when she is full. Look for these signs:

- Sucking slows down or stops
- Arms and hands relax
- Baby lets go of the breast
- Baby falls asleep

I knew my baby was full when she would push my breast out of her mouth and turn her head away.

—WIC mom





Will I have to watch what I eat and drink when I breastfeed?

- Eat a variety of healthy foods, such as fruits, vegetables, whole grains, protein foods, and low fat milk products. You do not have to eat special foods while breastfeeding.
- Drinking a lot of fluids will not make more breastmilk, but be sure to drink enough fluids to satisfy your thirst.
- Limit coffee, tea, cola, energy drinks, and other drinks with caffeine. Too much caffeine may make your baby fussy.
- Alcohol passes into breastmilk. Limit beer, wine and other alcoholic drinks to no more than one drink per day. Wait 2 to 3 hours after a drink before breastfeeding. It is harmful to your baby if you drink large amounts.

Talk to your WIC counselor about taking medications, smoking, drinking alcohol or any other concerns you may have.

How can I breastfeed in public?

- Tuck a corner of the receiving blanket under your bra strap and then cover the baby.
- Try a baby sling. When used correctly, it lets your baby be carried and breastfed while you are out shopping or walking.
- Layer a loose-fitting shirt over a tank top. This lets you pull up your top and breastfeed the baby, while using the outer shirt to cover you and the baby. No extra stuff to bring!
- California law says it is your right to breastfeed in public.

It's important for me to breastfeed because it's a great bond and something only I can do for my baby. Plus, it's nutritious and beneficial to both of us.
—WIC mom



WIC is a great place to
go for breastfeeding support
and education.



California WIC Program, California Department of Public Health

This institution is an equal opportunity provider. IC# 910203 (10/10)

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